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Hospice volunteer recruitment ideas

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Helpforce's Volunteer to Career program helps hospices support volunteers in pursuing careers in palliative and end-of-life care. This initiative is part of the Back to Health campaign, aiming to get one million people back to work in health by 2025. The program is funded by the Burdett Trust for Nursing and NHS England. Helpforce is a charity that accelerates volunteering growth and impact in health and care. They support organizations across the UK by providing volunteers with: * Non-clinical patient support * Clinical environment exposure * Future training and career guidance * Wellbeing support Their approach includes: * Program leads in health and care organizations * One-to-one support from program managers * Adapting volunteer roles to suit local needs * Collecting and evaluating volunteer service data * Peer-to-peer healthcare support, training, and discussions through their Helpforce Network of nearly 1,000 members The Volunteer to Career program allows volunteers to explore potential careers in health and care while developing valuable skills. According to Helpforce, 59% of participants secured employment or further education after the program, and 92% maintained or increased their interest in an NHS or social care career. Organizations benefit from having skilled volunteers supporting patients and families, easing staff pressure. Volunteers can use their experience when applying for paid positions in the health and care sector. St Elizabeth Hospice is one example, with a cohort of four volunteers participating in the program, spending 60 hours at the hospice over six to seven months. These roles involve working as ward clerks and assistants, providing opportunities for participants to gain accredited qualifications, such as NHS England's National Volunteer Certificate. Volunteers at St Elizabeth's Hospice can work in various areas, depending on their interests. They've successfully supported the clinical team during busy periods, freeing them up for other tasks. Volunteers also help with administrative work, online learning, and on-the-job training. A mentor monitors their progress, providing tailored support. The People and Culture team assists volunteers with job hunting and career development, including CV writing, application forms, and interview techniques. If a volunteer applies for a paid role at the hospice, they're guaranteed an interview, helping them gain experience. Volunteer to Career has enabled St Elizabeth to recruit from a wider pool of people looking for something different. It's also helped dispel myths about hospice care, providing valuable knowledge that volunteers can take with them if they move on to other areas in the health sector. The hospice worked with Helpforce and their local Integrated Care Board (ICB) to implement Volunteer to Career. The ICB provided funding for a clinical lead to oversee the programme, mentors, and volunteer support. They also contributed funds for promoting the programme and targeted recruitment. Challenges include engaging some teams and balancing volunteer opportunities with paid staff value. Helpforce was flexible in adapting to St Elizabeth's existing volunteer programme processes. To prepare for potential staffing shortages after the Public Health Emergency (PHE) ends, hospice providers should consider implementing strategies to boost their community volunteer requirements. The Helpforce Volunteer to Career programme is a model that can be adapted by hospice providers to help address this challenge. Key considerations include: * Ensuring volunteers receive a wide range of experience through carefully designed roles. * Managing expectations and ensuring stakeholders are aware of the role of the hospice in mentoring, competency signing-off, and co-ordinating the Volunteer to Career programme. * Embedding the Volunteer to Career programme within your health or care setting by planning ahead and considering capacity. * Guaranteeing volunteers will not be guaranteed paid jobs after their placement ends. * Being proactive in recruiting volunteers through online platforms such as VolunteerMatch and Points of Light. By taking these steps, hospice providers can ensure they are prepared for the challenges that lie ahead when the PHE ends. Get Connected Ohio and LoveBus team up with Mount Carmel Hospice to share volunteer stories. Riquino, the organization's representative, emphasizes the importance of including a call-to-action at the end of each story, allowing people to get involved if they're interested in volunteering. To recruit volunteers, Mount Carmel Hospice reaches out to local colleges and universities, focusing on those with nursing or medical programs. Students often have volunteer requirements for their courses or need hours for future medical school applications. Riquino works closely with the schools' staff to connect with students and also distributes flyers on campus. Riquino advises that there's no one-size-fits-all approach when it comes to hospice volunteering, encouraging people to say "yes" and get involved regardless of their background or schedule. The organization uses an online training tool called Teaching Transitions to accommodate different volunteers' schedules and provides individualized orientations to make the process more accessible. During the pandemic, Mount Carmel Hospice experienced a decline in volunteer activity due to COVID-19 concerns. However, by September 2021, they had rebounded with 15 volunteers, which has since grown to 60. The organization's volunteer hours percentage has also increased from 0.29% to above 5%. First Choice Home Health & Hospice, a joint venture in the Harrisonburg, VA area, relies on colleges and universities as a source of volunteers. Initially, residents of the life plan communities made up the bulk of the volunteers, but during the pandemic, they had to go without volunteers for over a year. Once restrictions eased, they started recruiting again, successfully targeting students in social work programs. Health-related and human services initiatives are being considered.